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(54) METHOD FOR DRIVING LIQUID CRYSTAL DISPLAY DEVICE

(57)Abstract:

PROBLEM TO BE SOLVED: To erase the whole of a display picture almost uniformly at a time without generating display unevenness (color unevenness) and the like when the display picture of an OCB (optically compensated birefringence) type liquid crystal display device is erased.

SOLUTION: When the power source of the liquid crystal panel 100 of the liquid crystal display device is turned OFF by switching the state of a backlight 110 from lighting to non-lighting roughly in synchronization with the change of the state of the panel 100 from a display state to a non-display state, the purpose is achieved by (1) a driving method for turning the power of the panel OFF after a potential of 0V is applied on source electrodes 16 of switching TFTs (thin film transistors) 15, or by (2) a driving method for turning the power OFF after gate electrodes of the TFTs are all turned ON, or by (3) a driving method for forcibly shifting alignment states of pixels corresponding to the TFTs 15 to spray alignment states.

